



kristina walter

writer. strategist. publicist. producer. performer.

Kristi's creative career has spanned nearly two decades providing her with a vast array of experience in multiple areas, enhancing her growth as a writer, producer, performer and digital media enthusiast.

Shortly after graduating from Pace University, Kristi accepted a position with the CNN-Los Angeles Bureau where she served on the news desk and eventually specialized in news magazine programming and documentaries. She was an associate producer—and part of the *National Headliner Award* winning staff—for *CNNdotCom*, a weekly news magazine production based on modern technology and the Internet, as well as CNN's *People in the News*.

Upon leaving CNN, Kristi continued working as a freelance producer. Projects Included:

- *Person of the Day* (pilot), CNN Productions – Biographies on Yasser Arafat and Melvin Cook
- *Speaking of Women's Health*, Lifetime Television – premiere season, 26 episodes on health, trends & lifestyle
- *People in the News*, CNN - Biography on Robert Blake
- *CNN Presents*, CNN - Profile on Ang Lee

After a decade of working in production, Kristi decided to broaden her understanding of the business-side of the industry. She segued into brand marketing, working with such clients as Mary-Kate and Ashley Olsen, Larry McMurtry, Hilary Duff, Celine Dion, Kathy Smith, 'tween boys brand Riot, and Skelanimals—a popular juniors fashion brand featured at Hot Topic. Kristi also worked with artists/brands such as Josephine Wall, Teddy Scares, Pin-Up Toons, Valerie Tabor Smith, Schim Schimmel, Karla Dornacher and Gooseberry Patch. As a brand marketer, she spent several years developing her brand strategy and development technique, writing press releases and marketing materials, writing web, audio and print copy, developing productions, and voicing commercials.

In addition to her career as a producer/writer/marketer, Kristi has experience as a theatrical actress and director, and most recently served as the co-host on *Video Production Radio*, a monthly podcast dedicated to the production and post-production industry.

Currently, Kristi maintains a successful freelance business as a professional writer and continues to pursue her own creative projects including authoring essays, books and scripts, and developing/writing/producing web video series and documentaries with her business partner, Keith Larsen.